



AP/3629

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Group Art Unit: 3629

Examiner: Jonathan P. Ouellette

In Re PATENT APPLICATION OF

Applicants : Laura Lee KUSUMOTO et al.

Appln. No. : 09/675,958

Conf. No. : 1238

Filed : September 29, 2000

For : SYSTEM AND METHOD FOR CONSUMER-
SELECTED ADVERTISING AND BRANDING
IN INTERACTIVE MEDIA

RECEIVED

SEP 20 2004

GROUP 3600

AMENDMENT
& REPLY
UNDER
37 CFR §1.116

26694

U.S. PATENT AND TRADEMARK OFFICE

Atty. Dkt. : 43461-201892 (formerly 13376.0001)

09/16/2004 SDIRETA1 00000059 09675958
02 FC:2202 666.00 OP

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Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

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01 FC:2202
02 FC:2201

666.00 OP
43.00 OP

Sir:

In response to the final Office Action of June 15, 2004, please amend the above-identified Application as follows:

1. **Request for Extension of Time and/or Charge of Fees** begins on page 2 of this paper.
2. **Amendments to the Claims** are reflected in the Listing of Claims which begins on page 3 of this paper.
3. **Remarks** begin on page 23 of this paper.

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